

Rep Order# 9782162 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 31225

Printed: 08/22/2012 2:52 PM  
Last Received: 08/22/2012 2:47 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WWSB-TV SARASOTA,FL  
Advertiser ( ) POLITICAL ISSUE GROU  
Product AMER FOR PROSPERITY  
Estimate# 1867  
Buyer ELISE CLOYD  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1867  
Flight Dates 08/28/2012 - 09/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILLIPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

AMERICANS FOR PROSPERITY \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LN 3  
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*3	SA	7P-730P	NEWS	:30	\$425.00	09/01-09/01	1	1	1	\$425.00	
Sales Remark: V3 REVISED TP												
V3 Time Changed, Comment Changed												

---REPORT TOTALS---

Report Totals: 1 / \$425.00

---SALES MONTHLY TOTALS---

Sep 12: 10 / \$4,850.00  
Sales Totals: 10 / \$4,850.00  
Station Totals: 10 / \$4,850.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$161,667  
CABL 0% UNKN 0% WBSV 0% WFLA 30% WFTS 15%  
WTOG 0% WTSP 31% WTTA 0% WTVT 21% WWSB 3%

Books null  
Demos RA50+

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